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**Title:**

Press statement: Design and Craft Industries Report

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PRESS STATEMENT BY THE PREMIER, DON DUNSTAN.

SUBJECT: DESIGN AND CRAFT INDUSTRIES REPORT.

12/6/73.

The South Australian Government is to establish a Statutory Authority to develop design and craft industries in the State, the Premier, Mr. Dunstan said today.

He said that this was the major recommendation in the report of the Design and Craft Board Industry Committee.

Mr. Dunstan said that the report clearly indicated that South Australian Industry had not taken advantage of the talents of its local craftsmen and designers.

He said that one of the reasons why Skandinavian craft and design products had world-wide markets was because of close Government - manufacturer - craftsman relationships.

This meant that industry constantly took advantage of the design philosophies and standards developed by working craftsmen.

The Premier said that the work of craftsmen outside the technical limits of mass production was, because of this interreaction, also able to develop viable markets.

"The establishment of the new Craft and Design Authority will enable such relationships to be established here."

"This will allow us to do in South Australia three things that no other Australian State Government has done. These are:

- \* directly supporting the State's best craftsmen  
- designers.
- \* directly encouraging the influence of craftsmen  
- designers on industry.
- \* directly investing, in the medium and long term,  
in the export of South Australian products, through  
the increased markets achieved by better designed  
products.

Mr. Dunstan said that the Government supported in principle all the recommendations in the report.

He said that the recommendations of the report relating to Design and Craft Education would be the subject of a further statement following their investigation by the Minister of Education.

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